



Icelandic Horse Society of Great Britain

Registered Charity number 1101183

MEDIA INFORMATION

Website Advertising opportunities

Visits : 6500 per month

IHSGB Ltd offers button and banner advertising on most pages and allows you to promote your website to an audience of IHSGB members, along with a vast number of equestrian enthusiasts. It is a simple, cost-effective and efficient way of driving new business to your company's website.

HOME PAGE

Left Hand Button - £25 per calendar month

LANDING PAGES (Join IHSGB, Latest News, Links, Horses for sale)

Left Hand Button - £20 per calendar month

Middle Banner - £25 per calendar month

Skyscraper ad - £30 per calendar month

SECTIONS (Events, About Icelandics, About IHSGB, Sport, Breeding, Youth, Leisure, Shop, Items for sale, Photo Gallery, Forms, Site Map, etc)

Left Hand Button - £10 per calendar month

Middle Banner - £15 per calendar month

LINKS PAGE

Have a link to your website, with up to 40 words - £5 per calendar month

Newsletter Advertising Opportunities

Readership – 250 copies per issue (5 issues per year), including a readership throughout Europe.

Full Page (A5) – black & white £24, colour £60

Half Page – black & white £14, colour £45

Quarter Page – black & white £8, colour £30

Discounted rates for multiple issues, and for members.

25th Anniversary Year Book Opportunities

Readership – 1000

Directory of Services / Classifieds - £25 per ad (limited to 60 words)

Full Page Colour ad (A4) - £200

Half Page Colour - £120

Quarter Page Colour - £65

Acceptance of any advertising is at the discretion of the Trustees & their representatives, see the Advertising Policy below.

For more information & a booking form contact communications@ihsgb.co.uk

IHSGB Ltd Advertising Policy Effective Date: Updated May 2011

IHSGB's mission is to provide our members with the best, most relevant information to assist in the management, health and training of their Icelandic horse. We accept advertising on the site and in our magazine to support our mission. This policy has been established by the Board to govern advertising on our website and within our magazine, including our acceptance of advertisements and how advertisements are displayed on and removed from our sites. For these purposes, "Advertising and Advertisements" mean all forms of advertising and sponsorships for which the IHSGB receives compensation, including banner, badge, and contextual advertising, sponsored content, and promotions.

1. The IHSGB has sole discretion to determine the types of Advertising that will be accepted and displayed on IHSGB sites. The IHSGB does not review or endorse any products or services that are advertised on its sites. In no event shall the IHSGB acceptance of any Advertisement be considered an endorsement of the product or service advertised or for the company that manufactures, distributes, or promotes such product or service.
2. The IHSGB will not accept Advertising that, in the IHSGB's opinion, is not factually accurate. In addition, Advertising must not contain false or misleading claims, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, colour, national origin, race, religion, sex, sexual orientation, or handicap.
3. The IHSGB will not accept Advertising related to any of the following: alcohol, firearms, ammunition, fireworks, gambling, pornography, tobacco, or the simulation of news or an emergency event. Advertising also must not promote products that are illegal or whose distribution would violate the law, advocate a political, religious or controversial public position or candidate for public office, make health claims that are not adequately substantiated.
4. The IHSGB maintains a distinct separation between Advertising and editorial content. All on the IHSGB sites it shall be clearly and unambiguously identified as such, and the IHSGB will not accept any Advertising on the IHSGB sites that is not so identified. Clicking on the advert on the site will link to the advertiser's site. The IHSGB is not responsible for the content on the advertiser's site.
5. From time to time, the IHSGB may create special advert sections of its websites, consisting of content from its advertisers. Content that is created, provided or influenced by an advertiser on the IHSGB site is clearly and unambiguously identified as "From Our Sponsor" or "Provided By" the advertiser. Such advertiser content is not subject to editorial review by the IHSGB. Any content in these areas that the IHSGB provides is clearly identified as such and is created and editorially reviewed by the IHSGB Communications team and is not reviewed or influenced by advertisers.
6. From time to time, the IHSGB's advertisers contract with it to sponsor certain targeted sections of its websites. Content in such sections will be labeled as "Brought to You By" or "Funded By" the advertiser. Such content is created and editorially reviewed by the IHSGB and is not reviewed or influenced by advertisers. Such sponsored pages are clearly and unambiguously identified as such.
7. The IHSGB reserves the right to reject, cancel, or remove at any time any Advertising from the Site for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising. The IHSGB also reserves the right to determine the appropriate placement of the Advertising on the sites.
8. It is the responsibility of the Advertiser to comply with all applicable domestic and foreign laws, including pharmaceutical advertising and any other relevant accrediting bodies. The IHSGB assumes no obligation to monitor its advertisers' compliance with applicable laws and regulations; however, if the IHSGB becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, the IHSGB may remove the Advertising.
9. No Advertising shall be permitted which may injure the good name or reputation of the IHSGB or FEIF.

The IHSGB has sole discretion with respect to interpretation of this policy and all other issues associated with Advertising on our Web sites or in our magazine. The IHSGB may change this policy at any time in its sole discretion. If the IHSGB makes changes to this policy, the updates will be posted here. This policy's effective date will be identified at the top of the page.